

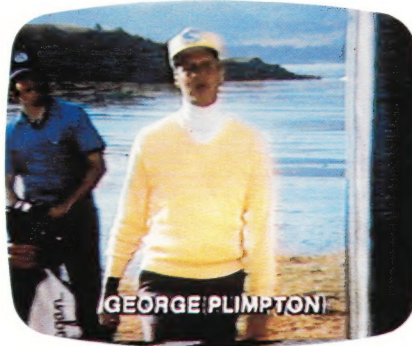
OGILVY & MATHER

5900 WILSHIRE BOULEVARD, LOS ANGELES, CA. 90036
(213) 937-7900

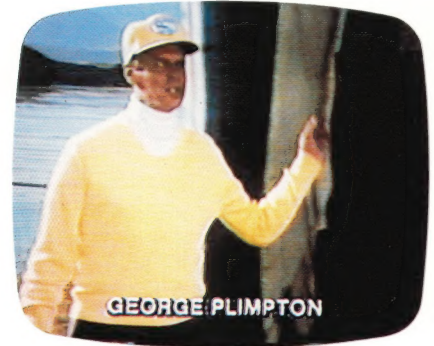
Client: MATTEL, INC.
Product: ELECTRONICS/INTELLIVISION
Title: "GEORGE PLIMPTON GOLF"
Comm'l No.: MAEF 5003
Date: 9/23/81



(NATURAL SFX)



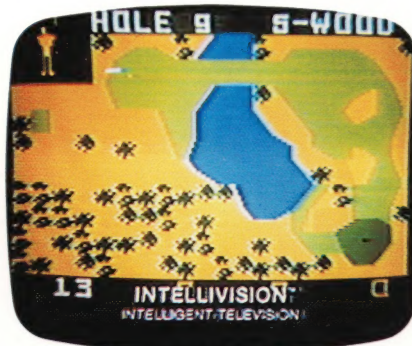
GEORGE PLIMPTON: Over the years, I've played some of the most challenging golf courses in the world.



Including this one.



Intellivision PGA Golf.



From tee to green the game play is incredibly realistic.
(SFX: BALL HITS TREE)



(SFX: BALL LANDS IN WATER)



With Atari Golf on the other hand,



the game play is rather simplistic.



And their course? Not quite up to par.



If you compare these two games, I think you'll find



that Intellivision plays more like the real thing.
(SFX: BALL ROLLS INTO CUP)



Intellivision. From Mattel Electronics.